

A Permanent Hair Wave

transforms a simple coiffure into a thing of beauty. And the joy of it is that it is always there, without any trouble or waste of time.

(Third Floor)

Where There Is Justice, Co-operation, Economy and Energy, There Is Service

James McCreery & Co.

5th Avenue

34th Street

Beginning Our Annual Sale of Domestic Rugs

Surplus Stock of the Famous Schuylkill Mills of John and James Dobson, Philadelphia

400 Royal Wilton Rugs At Savings of 40%

Bought at an extraordinary price concession, we are able to sell these fine Rugs at the lowest price we have been able to quote in many months. This special purchase presents an opportunity that can hardly be equalled.

The unusual quality of these rugs is manifest in the color, weave and beauty of their varied designs.

Size 9x12 ft.	69.00
Size 8.3x10.6 ft.	65.00
Size 6x9 ft.	46.50

In Addition

The Famous Anglo-Persian and French Wilton Rugs in discontinued Patterns. Size 9x12 ft.

125.00

Other sizes proportionately low priced.

No C. O. D's

(Eighth Floor)

No Exchanges

Housewares That Prove Their Worth

To do two things at once is an achievement, particularly when there is a big dinner to be prepared or there is little time to get a "bite to eat." Our housewares department contains numerous contrivances which will enable you to do this very thing.

1 Mirro Aluminum Tea Pot or Coffee Pot, highly polished; 2 qt. capacity. 3.50 regularly 5.00

2 Vollrath Triple Coated White Enameled Covered Saucepan; 5-qt. capacity. regularly 2.25, 1.50

3 Vollrath Triple Coated White Enameled Rice or Cereal Boiler; 1 1/4 quart capacity. 1.95 regularly 3.00

4 Heavy gauge highly polished aluminum oval trays, 13x16 inches. 1.25 regularly 2.75 16x20 . . . regularly 3.00, 1.50

5 Mixing Bowls, made of American porcelain; white with blue band; set of six bowls. regularly 2.75, 1.50

6 Mirro Aluminum Combination Tea Kettle and Rice Boiler; capacity of Tea Kettle 5 qts., capacity of Rice Boiler 2 qts. 6.50 regularly 9.00

7 Kitchen Cutlery Set, made of best American steel with cast Aluminum handles; set consists of bread knife, slicing knife, spatula, kitchen fork, paring knife and combination cap and can opener. regularly 4.25, Set 2.95

8 Vollrath Triple Coated White Enameled Tea Kettle, 5-quart capacity. 2.95 regularly 3.95

9 Mirro Aluminum Double Lipped Sauce Pan; 2-qt. capacity. 95c regularly 1.50

10 Mirro Tea Ball Tea pot; highly polished aluminum; detachable wood handle; 1 1/4 qt. capacity. 1.95 regularly 2.50

11 Mirro Aluminum Double Omelet Pan, turnover style. It can also be used as a double fry pan to cook two foods at one time. 1.40 regularly 2.50

12 Mirro Aluminum Oval Dish Pan; 12-qt. capacity. regularly 6.00, 3.95

(Sixth Floor)

The Annual January Sale of McCreery Quality Linens Reveals Exceptional Purchasing Opportunities.

Glancing through these items, it is unquestionably the low prices which will catch your eye. How do we do it? By purchasing early and wisely and then allowing our patrons to reap the benefits. When you arrive on the Second Floor you will find spread out for your convenient inspection the finest products of the Linen Marts of the World.

Table Linens

All Linen Irish Satin Damask Table Cloths formerly 6.50 to 9.50, each 4.90, 6.90, 8.00
All Linen Scotch Damask Table Cloths formerly 7.00 to 12.00, each 5.75, 7.50, 9.00
All Linen Irish Satin Damask Table Napkins formerly 6.75 to 12.00, doz. 4.90, 6.90, 8.50
Heavy weight all Linen Irish Satin Damask Table Cloths—size 2x2 yds. each 7.50, 9.50, 12.00
size 2x2 1/2 yds. formerly 9.50 to 15.00
size 2x3 yds. each 10.50, 12.00, 15.00
size 2x3 1/2 yds. formerly 12.75 to 18.50
Heavy weight all Linen Irish Satin Damask Table Napkins. formerly 12.50 to 18.50, doz. 9.50, 12.50, 15.00
2000 yds. all Linen Irish Table Damask, 68 inches wide. formerly 3.00, yd. 1.95
All Linen Damask Table Cloths, extra heavy, hemstitched. formerly 9.75, 6.75
All Linen Damask Table Cloths, Scalloped, Round. formerly 10.00, 7.50

Towels

Cotton Huck Towels, Hemmed. doz. 2.25, 3.00 and 3.75
Cotton Huck Towels, Hemstitched. doz. 3.00, 3.75 and 4.50
All Linen Huck Towels, Hemmed. doz. 7.50 and 10.50
All Linen Huck Towels, Hemstitched. doz. 8.50 and 12.00
Turkish Bath Towels, Hemmed. doz. 2.25, 3.75 and 6.00
200 All Linen Irish Satin Damask Table Cloths, size 68x68 inches. formerly 7.50 5.00
6000 yds. All Linen Irish Crash Toweling, Bleached. yd. 29c formerly 40c

Decorative Linens

300 Hand Crochet Luncheon Sets, 13 pieces. formerly 10.50, set 7.50
200 doz. Pure Irish Linen Tea Napkins. formerly 7.00, doz. 5.00
100 doz. Mosaic Tea Napkins, Hand Embroidered Corners. formerly 12.00, doz. 8.50
400 Madeira Luncheon Sets, Hand Embroidered, 13 pieces. formerly 9.00, set 6.50
250 doz. Madeira Tea Napkins, Hand Embroidered Corners. formerly 12.00, doz. 7.50

(Second Floor)

January Specials in the Lamp and Novelty Shop

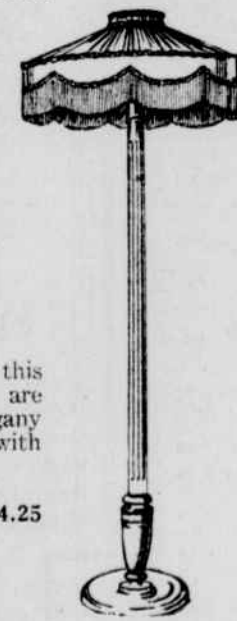
The subdued light of a lamp will flood a room with cheer and comfort and transform it into a place full of loveliness where formerly it had been bleak and cold.

In our shop you will find beautiful Solid Mahogany Floor Lamps which may be had with 24 inch silk shades in any one of three colors.

(Illustrated at right) formerly 35.00, 25.00
Something different? You will find it in a genuine Chinese Enamel Table Lamp. No other than the artistic skill of the Chinese could have laid this wonderfully colored enamel so deftly upon a base of gold bronze. It is furnished with an 18-inch flat silk shade with a 5-inch fringe.

(Illustrated at left) formerly 72.50, 55.00

Very timely in this season, when nuts are plentiful, is a mahogany finished nut bowl with a turn cracker. (Illustrated below) formerly 6.00 4.25



(Sixth Floor)

Annual January Sale**Blankets, Comfortables and Bed Spreads**

White Blankets, Pink or Blue Borders—single size pair 6.50, 8.50, 12.50
double size pair 7.50, 10.50, 13.50
Grey Blankets, Pink or Blue Border pair, 6.75 to 8.75
All wool Plaid Blankets; double size. Various colors. 8.75
Comfortables—Figured Silkoline, plain borders, cotton filled. each 3.75
Figured Nainsook, Plain Silk Borders, wool filled, each 7.75
Bed Spreads—Crochet, hemmed, Marseilles patterns. 1.65 to 2.25
Satin Marseilles, hemmed. each 3.90 to 6.50
White Crinkled Dimity, hemmed. each 1.60, 2.15, 2.65

formerly 2.25, 3.00 and 3.75

(Second Floor)

Coty's L'Origan Extract

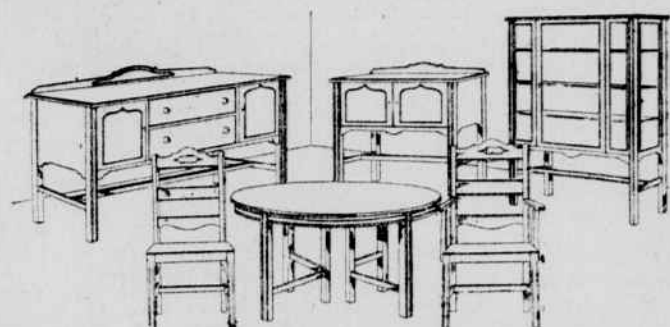
McCreery's New Price, 6.50

Tax Included.

This daintily delicate extract has been sold by us in large quantities at 9.62. (Main Floor)

January Sale of McCreery "Master Made" Furniture Reductions up to 50%

Do you realize that when you buy McCreery "Master-Made" Furniture you are purchasing heirlooms of which your children may be justly proud? This January sale offers an unexampled opportunity to secure them at exceptionally low prices.



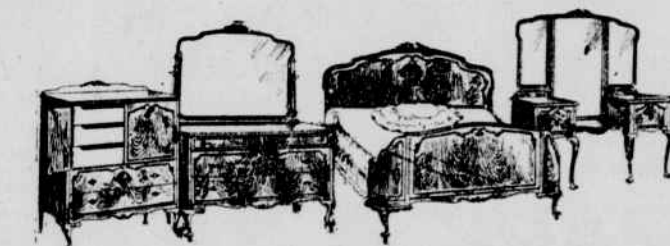
Ten piece Italian Renaissance model Dining Room Suite, including Buffet, China Cabinet, Enclosed Service Table, Extension Table, Five Side Chairs and one Arm Chair. formerly 650.00, 398.00

Dining Room Furniture

Ten piece Solid Mahogany Dining Room Suite, including Buffet, China Cabinet, Extension and Side Tables, five Side Chairs and one Arm Chair. formerly 675.00, 395.00

Ten piece Hepplewhite model suite in American Walnut, including Buffet, China Cabinet, Extension and Side Tables, five Side Chairs and one Arm Chair. formerly 795.00 397.50

Ten piece Hepplewhite model suite in Walnut, including Buffet, China Cabinet, Extension and Side Tables, five Side Chairs and one Arm Chair. formerly 1190.00 595.00



Four piece Queen Anne model Chamber Suite, as illustrated, in American Walnut, including 50 inch Dresser, Chiffonade, Vanity Case and Bow End Bed. formerly 975.00, 695.00

Chamber Suites

Four piece Queen Anne model Chamber Suite in American Walnut, including Dresser, Chiffonade, Toilet Table and Bow End Bed. 325.00 formerly 475.00

Eight piece Louis XVI. model Suite in American Walnut, including Dresser, Chiffonade, Vanity Case, Twin Beds, Night Stand, Upholstered Arm Chair and Bench. formerly 2375.00, 1875.00

Four piece Louis XVI. model Suite in American Walnut, including Dresser, Chiffonade, Toilet Table and Bed. formerly 610.00 350.00

Library Furniture

Three piece Cane Suite, including Sofa, Arm Chair and Wing Chair, upholstered in Damask. formerly 750.00, 375.00

Four piece Library Suite upholstered in fine Velour, including Sofa, Two Arm Chairs and Arm Rocker. formerly 1250.00, 575.00

Bedding.

McCreery's best tufted hair top Box Springs in selected 8 oz. ticking. formerly 55.00, 40.00

No. 1 black drawings hair Mattresses, full 45-lb. weight, with French roll edge. formerly 70.00, 59.50

Special horse hair Mattresses, 45-lb. weight, in selected ticks, full size. formerly 55.00, 40.00

Stearns and Foster Felt Mattresses, with French roll edge. 12.50 formerly 18.00

(Seventh Floor)

Sale of Wicker Furniture**Preparatory to Our Season's Opening**

Three piece Fibre Suites—all new models.

	Brown.	Frosted Brown or Ivory.
Three pieces, Complete	32.00	41.00
Or Separate: Sofas.	14.50	18.50
Arm Chairs.	8.00	10.50
Arm Rockers.	9.50	12.00

A very unusual quality of Three-Piece Fibre Suites, in Brown, Frosted Brown or Ivory, in five different designs. Complete, 75.00

Odd Sofas in Reed and Willow At One-Half Price

each 16.25 to 42.50
formerly 32.50 to 85.00

Fine Chair Seat Cushions, covered in good quality Cretone and filled with fine Cotton. 3.75

(Fifth Floor)